URN etd-0407109-183723-1896
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Statistics This thesis had been viewed 58 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study on the Construction of Brands Evaluation Management Model -- Applying the Strategic Approach of Balanced Scorecard
Date of Defense 0000-00-00
Page Count 111

Keyword
brand value
product innovation
CRM
BSC

Abstract
Businesses not only have to manage their brand to be competitive against other brands, but they also need to satisfy the consumers' demands. Many companies conduct branding, which alters their products or services, to compete with other brands and fulfill the needs of their consumers. The importance of the branding is recognized by companies. For example, Acer separates its branding and OEM business; catches the opportunity of trend of computer industrial, they own the most complete product line, the first brand of all-directions computer anti-virus security for personal computer, network server and gateway.
We use the BSC and consider Interbrand of British, Hirose of Japan and BBDO of Germany, which are recognized all over the world, to be the index of performance management. In this study we choose the top 500 manufacturing industries from the list of 5000 greatest companies complied by The China enquiry club in 2007. Five hundred questionnaires were sent out. Fourteen point six percent of the questionnaires (seventy-three questionnaires) were recalled. We use typical model related analysis, and Fu regression analysis to test the data. The results show that enterprises can promote their achievements by branding value using "brand standard," "product innovation," and "CRM". In conclusion, the company can leverage the employee's commitment to the branding knowledge, and henceforth effectively implements the internal process. Furthermore, the companies can obtain a higher brand value and brand loyalty by promoting customer value.
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2008-06-22